



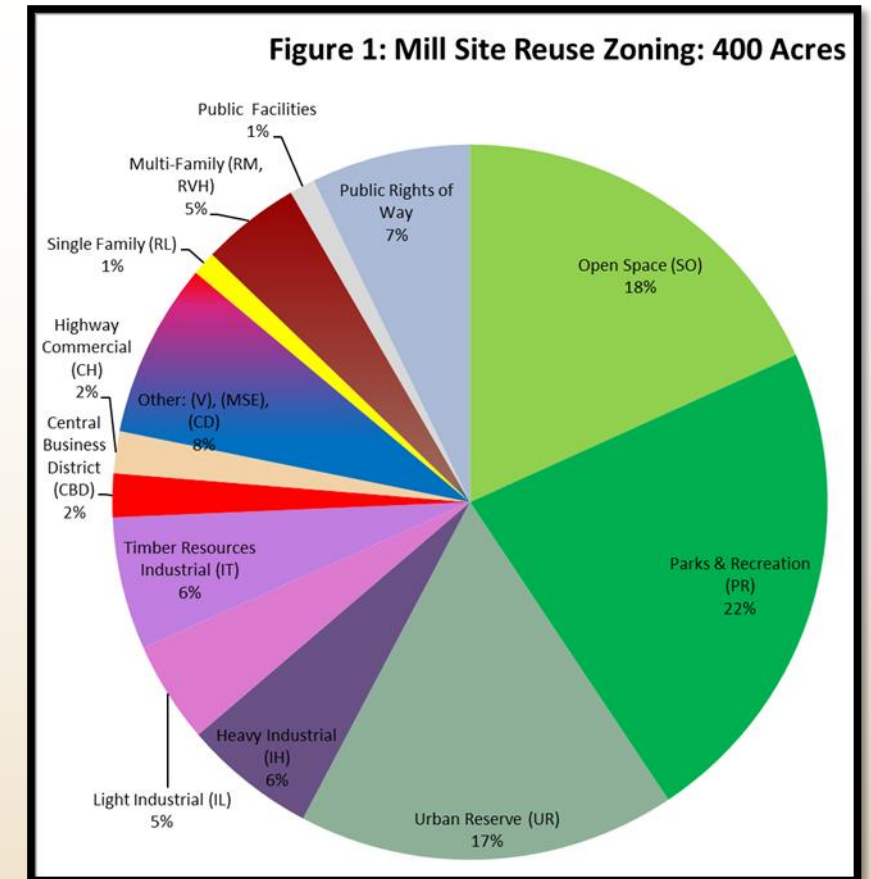
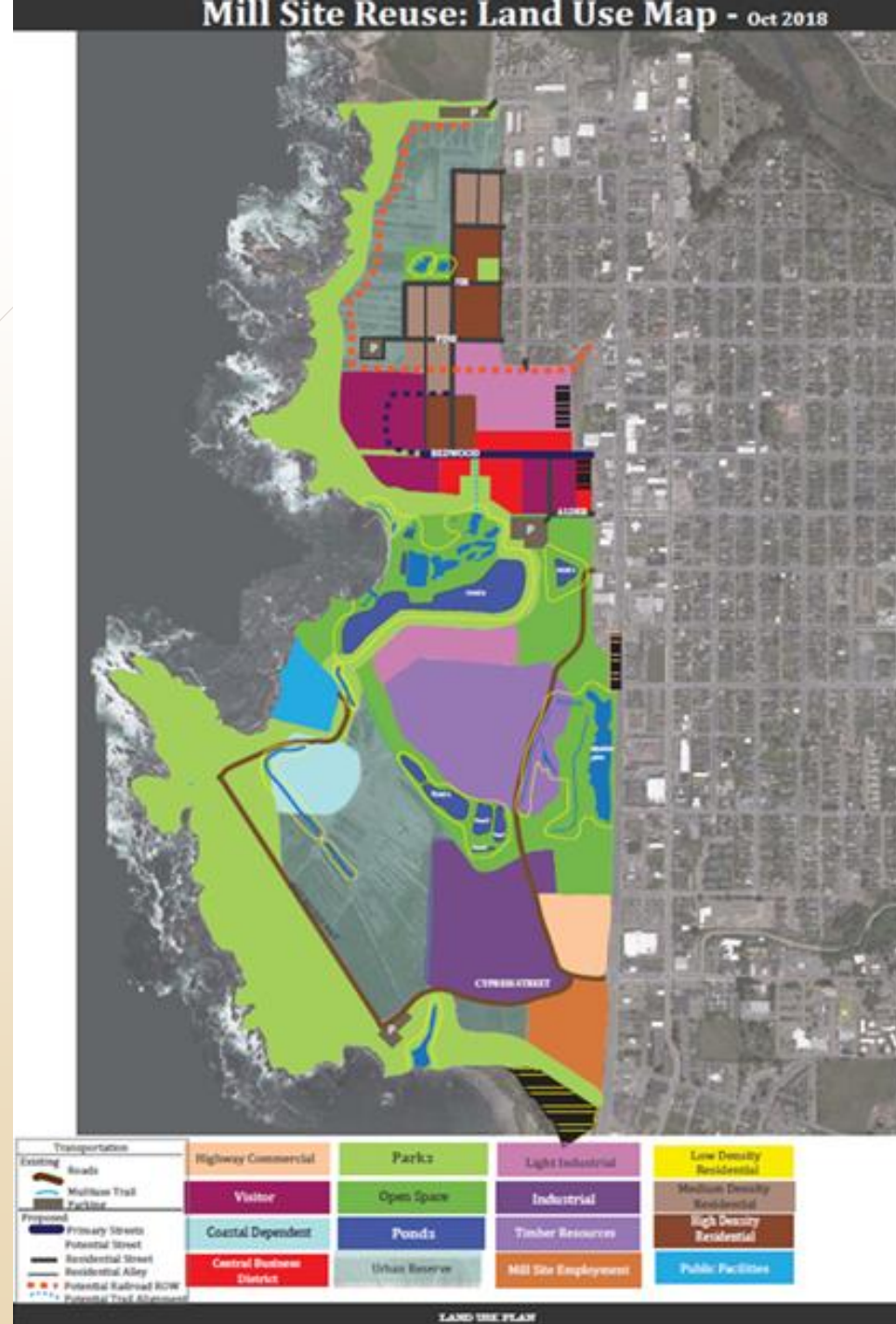
Reconsidering the Land Use Plan

Water Availability, Policy Goals, Market Demand & Land Use

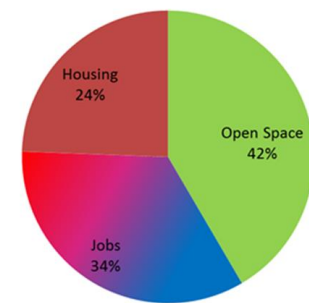
M Jones

Community Development Department

Current Land Use Plan



Question 5: How much of the Mill Site should be dedicated to Housing, Jobs and Open Space?



Current Land Use Plan

Figure 2: Mill Site Change in Acres

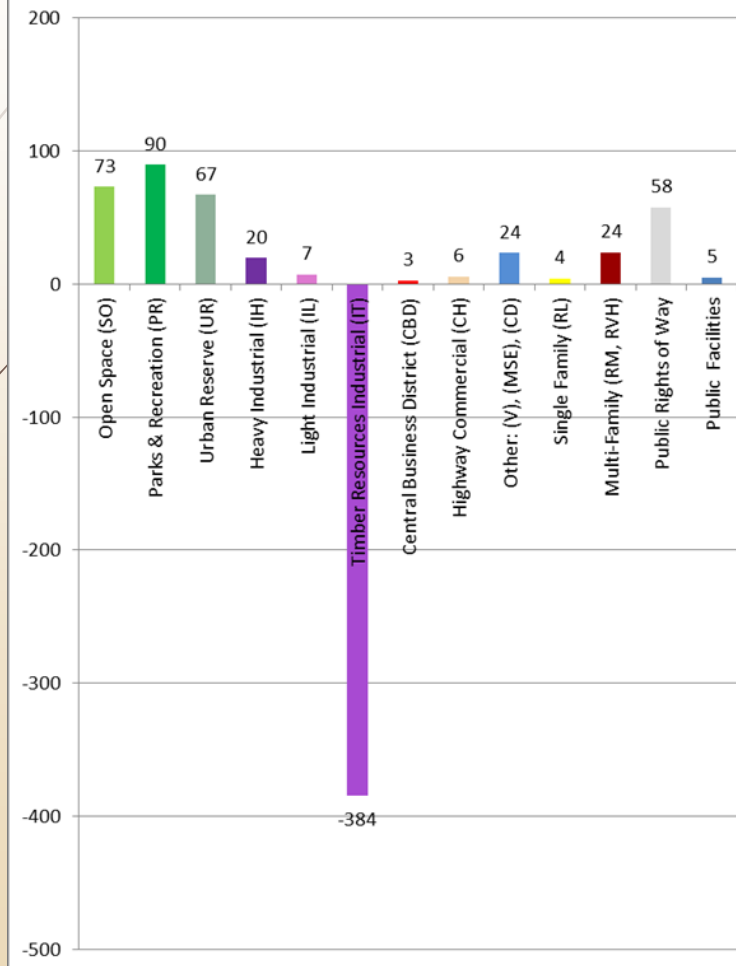


Table 2: Existing and Proposed Zoning, Proposed % Change in Zoning By land Use, Fort Bragg Mill Site Rezone, 2018

Zoning: Land Uses	Existing Zoning City Wide		Proposed Zoning Mill Site		Proposed Zoning City Wide		Proposed Change in Land Area (SF)	
	Acres	% Existing City	Acres	% Mill Site	Acres	% Proposed City	Acres	% Change Total
Total Undevelopable	209	11%	250	58%	459	25%	250	120%
Open Space (OS)	119	6%	79	18%	198	11%	79	66%
Parks & Recreation (PR)	90	5%	97	22%	187	10%	97	108%
Urban Reserve (UR)	0	0%	74	17%	74	4%	74	NA
Industrial	521	28%	72	17%	175	10%	-346	-66%
Heavy Industrial (IH)	56	3%	26	6%	82	5%	26	47%
Light Industrial (IL)	48	3%	20	5%	67	4%	20	42%
Timber Resources Industrial (IT)	418	23%	26	6%	26	1%	-392	-94%
Commercial	291	16%	51	12%	342	19%	51	18%
Central Business District (CBD)	51	3%	9	2%	59	3%	9	17%
Highway Commercial (CH)	104	6%	8	2%	113	6%	8	8%
Other: (V), (MSE), (CD)	136	7%	34	8%	170	9%	34	25%
Residential Total	649	35%	24	6%	673	37%	24	4%
Single Family (RL)	389	21%	5	1%	394	22%	5	1%
Multi-Family (RM, RH, RVH)	260	14%	19	4%	279	15%	19	7%
Public Right of Way¹			31	7%			NA	
Harbor District	4	0%	0	0%	4	0%	0	0%
Public Facilities	159	9%	5	1%	164	9%	0	0%
Totals	1,833	100%	433	100%	1,817	100%	433	100%
Square Miles	2.85		0.67		2.82		0.67	

Notes: 1. Rights of way are not calculated by GIS, so no comparable data is available for the City as a whole.



Reconsideration of the Land Use Plan

Market Support. How much market support and long term demand is there for the proposed land uses and zoning districts.

1. Is there too much land dedicated to some zoning districts?
2. Maybe not enough dedicated to others?

Policy Goals. Not all land uses achieve all policy goals. For example, hotels provided needed City revenues while industrial property provides needed employment.

1. What policy goals are most important to you?

Compatibility of Different Land Uses.

1. In general, residential neighborhoods are not compatible with industrial activities.
2. Consider compatibility when locating zoning districts.

Water Demand. The new city reservoir has significantly reduced the City's water constraint.

1. Consider the various methodologies to look at water use and buildout.



Market Support- Land Use Economics

Market Forming Zoning Districts

- ▶ Visitor Serving - Hotels
- ▶ Housing
- ▶ Zoning for existing Businesses
 - ▶ Light Industrial – Brewery & Skunk Train
 - ▶ Highway Serving Commercial – Harvest Market & Car Dealership
 - ▶ Ocean Dependent – Noyo Center

Market Following Zoning Districts

- ▶ Mill Site Employment
- ▶ Central Business District
- ▶ Urban Reserve
- ▶ Heavy Industrial
- ▶ Timber Resources Industrial

Policy Goals

Table 3: Policy Objectives Mill Site Reuse Plan

	Policy Objectives						
	Enhance	Increase	Create	Expand	Increase	Provide	Coastal Act
	Market	Tax	Quality	Housing	Visitor	Community	Priority Use
Zoning	Value	Revenues	Jobs	Options	Experience	Amenity	
Primary Market							
Visitor	XX	XX			XX	X	XX
Residential	XX			XX			
Highway Commercial		XX			X	X	X
Light Industrial	X	X	XX				
Subordinate Market							
Central Business District				X	X	X	X
Mill Site Employment		X	XX				
Heavy Industrial			X				
Timber Resources Industrial			X				
Urban Reserve - Big Idea	X	X	XX			X	
Coastal Dependent					XX	XX	XX
Public Open Space					X	XX	X

Source: Community Development Department, 2019



Water Analysis



Draft Plan ALTERNATIVE 1 - NORTH MILL SITE OPEN SPACE CORRIDOR

Open Space Corridor



Existing



Policy Implications

ALTERNATIVE 1 - NORTH MILL SITE OPEN SPACE CORRIDOR

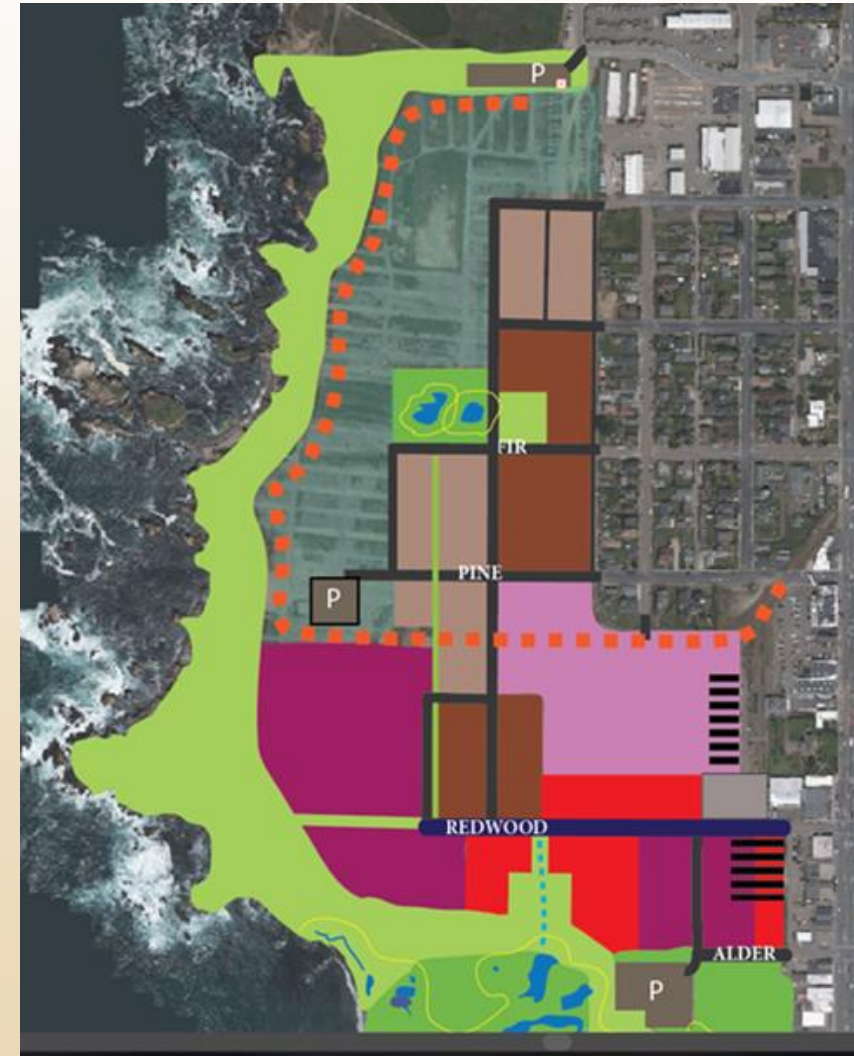
Policy Implications of Increasing Open Space zoning	Policy Area
Net increase of 24 additional acres of open space (from 68.4 to 92 acres).	+ Community Amenity
Net increase of 20 acres for Coastal Act priority uses.	+ Coastal Act Priority Use
Possible wildlife corridor for animals and birds that may travel from Glass Beach to the Mill Pond area.	+ Coastal Act Priority Use
Protects cultural resources sites	+ Coastal Act Priority Use
If open space is transferred to City, increase maintenance costs \$50,000/year.	- Fiscal impact

Policy Implications of Reducing Visitor Zoning	Policy Area
30 fewer hotel jobs. Total Mill Site hotel jobs would decrease from 78 to 48 jobs.	- Jobs
Decrease TOT revenue by \$303,000 per year, from \$817,000 to \$514,000	- City Revenue
Decreases the overall market value and the redevelopment feasibility of two very large parcels.	- Market value and Developability

Draft Land Use Plan

ALTERNATIVE 2 – NORTH MILL SITE

INCREASE HOUSING AND OPEN SPACE





Policy Implications

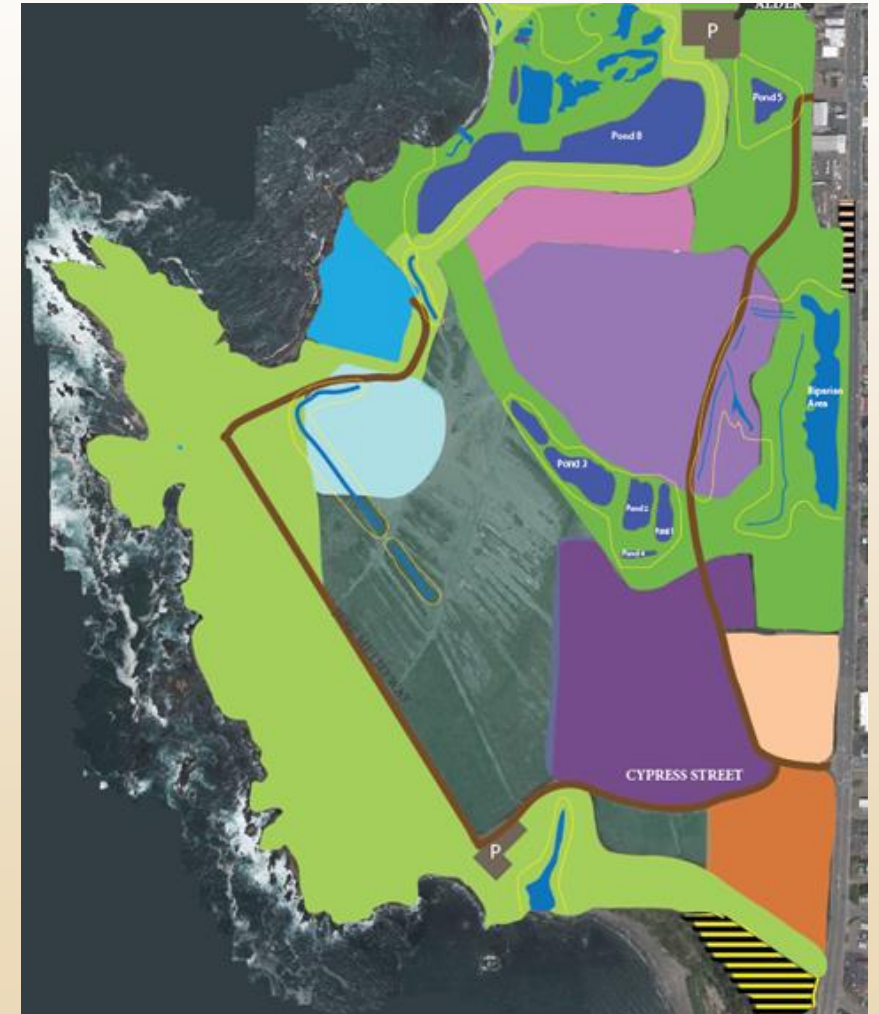
ALTERNATIVE 2 - NORTH MILL SITE INCREASE HOUSING AND OPEN SPACE

Policy Implications of Increasing Open Space zoning	Policy Goals
Net increase of 21 acres of open space (from 68.4 to 79 acres).	+ Public Amenity
Net increase of 21 acres for Coastal Act priority uses.	+ Coastal Act
If open space is transferred to City, increase maintenance costs by \$50,000/year.	- City Revenue
Protect cultural resources sites	+ Coastal Act
Policy Implications of Reducing Visitor Zoning	
Add a maximum of 72 additional multi-family residential units.	+ Housing
Increases the overall market value and the redevelopment feasibility of one very large parcel.	+ Market Value + Developability

Draft Land Use Plan

ALTERNATIVE 3 - SOUTH MILL SITE

DECREASE INDUSTRIAL AND MILL SITE EMPLOYMENT



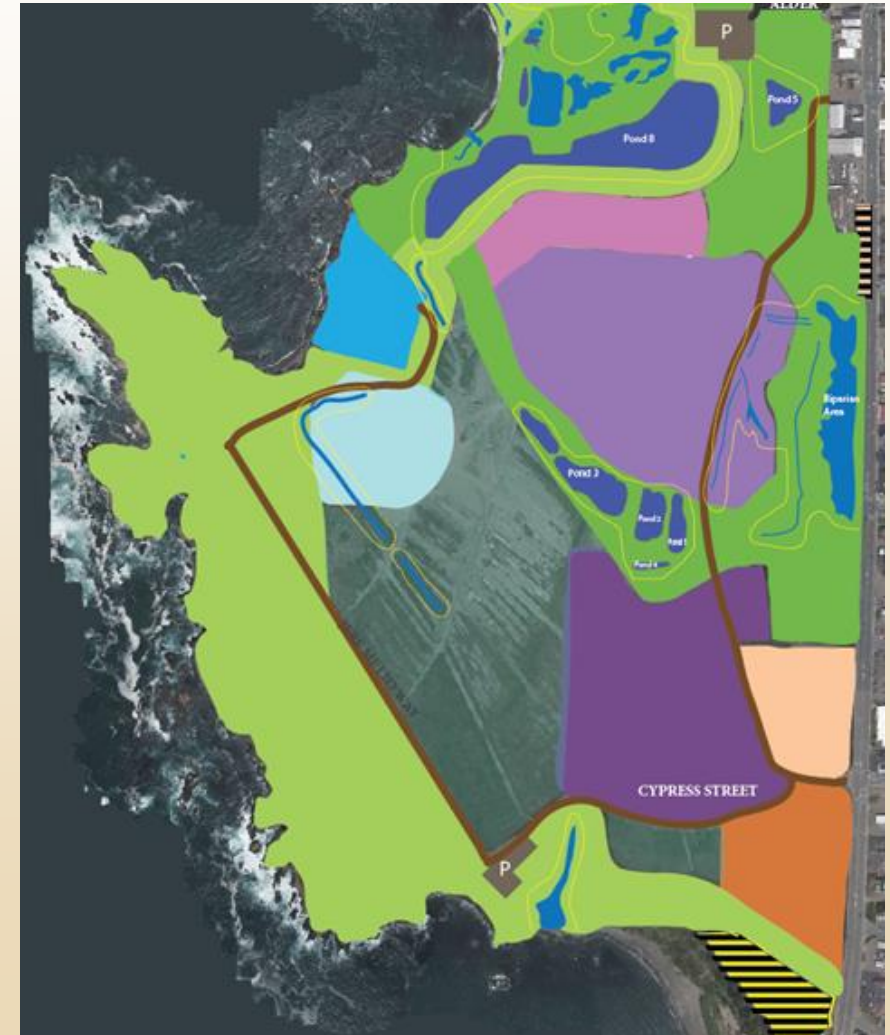
Policy Implications

ALTERNATIVE 3 - SOUTH MILL SITE

DECREASE INDUSTRIAL AND MILL SITE EMPLOYMENT

Policy Implications of Reducing Industrial Zoning	Policy Implications
This revision would result in a 28 acre reduction of industrial land and 255 fewer industrial jobs upon development. However, the market for industrial is probably not strong enough to absorb all of this industrially zoned land within the next 30 years, so the actual impact would probably be less than 225 jobs.	- Jobs
Provide needed protection of a wetland area that is otherwise probably not developable.	+ Open Space
Decrease the land zoned Mill Site employment from 9.5 acres to 4 acres, which would result in up to 213 fewer well paid potential jobs upon development. The market for this zoning district is fairly strong and	- Jobs

Land Use Plan ALTERNATIVE 4 - SOUTH MILL SITE REVISION AS MIXED USE



Policy Implications

ALTERNATIVE 4 - SOUTH MILL SITE REVISION AS MIXED USE

Policy Implications of Reducing Industrial Zoning	Policy Implications
This revision would result in a 39 acre reduction of industrial land and 257 fewer industrial jobs upon development. However, the market for industrial is probably not strong enough to absorb all of this industrially zoned land within the next 30 years, so the actual impact would probably be less than 257 jobs.	- Jobs
8 acres for new housing would result in an additional 120 units of housing in the future.	+ Housing + Market value
Provide needed protection of a wetland area that is otherwise probably not developable.	+ Open Space
Decrease the land zoned Mill Site employment from 9.5 acres to 4 acres, which would result in up to 213 fewer well paid potential jobs upon development. The market for this zoning district is fairly strong and	- Jobs
Improved developability of the site by concentrating development along one east wet access and thereby decreasing infrastructure installation costs.	+ Market Value + Developability.



Key Questions...

For each zoning district:

- How Much?
 - Is the amount of land dedicated to a type of land use about right? Too much? Too little?
- Policy Implications?
 - What are the policy consequences of changing the zoning from one land use to another?
- How should the zoning map be changed?

Land Uses – Zoning Districts

- Housing
- Visitor
- Highway Commercial
- Light Industrial
- Heavy Industrial
- Timber Resources Industrial
- Mill Site Employment
- Coastal Dependent
- Urban Reserve
- Open Space
- Parks



Create **Draft** Land Use Plan
for City Council

